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Rebuilding of “Staircase to Nowhere” Moves Forward

- Project will improve accessibility to beaches and extend California Coastal Trail
- Restore and revegetate the fragile bluffs
- Cost of restoration project being assumed by Martin Resorts with no cost to taxpayers
- Trail easement donated to the City of Pismo Beach to ensure that it will remain accessible in perpetuity

March 16, 2016 - PISMO BEACH – The City of Pismo Beach Planning Commission unanimously approved Martin Resorts’ comprehensive plan to not only restore the historic spiral “Staircase to Nowhere” but also provide additional protection for the fragile bluffs and extend the California Coastal Trail by an additional mile. When completed, the project will provide Pismo Beach area trail users uninterrupted access from Dinosaur Caves Park to the Pismo Pier. A pedestrian bridge will be added to complete the trail.

“We appreciate the planning commission’s support for our plan,” said Noreen Martin, CEO of Martin Resorts. “The benefits are considerable: The public will gain access to nearby pocket beaches, the bluffs will receive more protection, and the Coastal Trail will be extended substantially.”

Martin said the plan has personal meaning for her as well. “When I first saw this part of the coast as a Cal Poly student, I simply was awestruck. It was love at first sight. I still can’t believe my good fortune to live here. “

“As for Martin Resorts, we have benefited as have all of the region’s tourist-driven businesses from the beauty of the coastline, and that’s another reason we feel a special obligation to protect it and provide the public at large as much access as possible,” Martin said.

“Our collaboration with the City makes the project a classic public-private partnership that benefits everyone – all of us who live here now, and the generations that will follow,” Martin said. “We’re really proud of this effort.”

The project is anticipated to be completed in 2017.

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About Martin Resorts: From oceanfront hotels in the popular beach towns of Pismo Beach and Avila Beach to an historic garden inn located in the heart of Paso Robles wine country, each Martin Resorts hotel is a unique experience for California weekend getaways, family vacations, and business meetings, when companies want to meet halfway between Los Angeles and San Francisco. California’s best beaches, breathtaking ocean views and stunning sunsets, exceptional golf, an abundant wine country and farm-to-fork dining experiences, and historic Hearst Castle are within easy reach. For more information and hotel reservations, visit www.MartinResorts.com.